

CLAIMS

What is claimed is:

- 1 1. A method comprising:  
2 receiving a plurality of mapping requests from a plurality of network  
3 users identified by a plurality of network addresses;  
4 deriving a geographic location of a network user associated with a  
5 network address based on the plurality of network addresses and the plurality  
6 of mapping requests.
- 1 2. The method of claim 1 further comprising:  
2 receiving a request to provide the geographic location of the network  
3 user;  
4 providing the geographic location of the network user.
- 1 3. The method of claim 2 further comprising:  
2 communicating geographically relevant information based on the  
3 geographic location.
- 1 4. The method of claim 1 wherein the network user is identified by an  
2 Internet Protocol (IP) address.
- 1 5. The method of claim 1 wherein deriving the geographic location  
2 comprises:  
3 assigning a first set of network addresses to a first defined geographic  
4 region based on the predominance of the plurality of network addresses that  
5 issued mapping requests included in the defined geographic region.
- 1 6. The method of claim 1 wherein deriving the geographic location  
2 comprises:  
3 grouping those mapping requests sharing a common portion of the  
4 network address.
- 1 7. The method of claim 1 wherein deriving comprises:  
2 determining a confidence factor for the geographic location.

- 1 8. The method of claim 1 further comprising:  
2 communicating geographically relevant information based on the  
3 geographic location.
- 1 9. A method comprising:  
2 receiving a plurality of mapping requests from a plurality of Internet  
3 users identified by a plurality of Internet Protocol (IP) addresses;  
4 analyzing a correspondence between IP addresses and mapping  
5 requests to determine geographic locations of the Internet users.
- 1 10. The method of claim 9 further comprising:  
2 deriving a geographic location of an Internet user based on the  
3 analyzing.
- 1 11. The method of claim 9 wherein analyzing comprises:  
2 assigning a grouping of IP addresses to defined geographic regions  
3 based on the predominance of the plurality of IP addresses that issued  
4 mapping requests included in the defined geographic region.
- 1 12. The method of claim 11 wherein the grouping of IP addresses comprises  
2 those mapping requests that share a common portion of a corresponding IP  
3 address.
- 1 13. The method of claim 12 wherein the common portion comprises the first  
2 three bytes of an IP address.
- 1 14. A machine readable medium having instructions stored thereon which  
2 when executed by a processor cause the processor to perform operations  
3 comprising:  
4 receiving a plurality of mapping requests from a plurality of network  
5 users identified by a plurality of network addresses;  
6 deriving a geographic location of a network user associated with a  
7 network address based on the plurality of network addresses and the plurality  
8 of mapping requests.

- 1 15. The machine readable medium of claim 14 having further instructions  
2 thereon which cause the processor to perform further operations comprising:  
3 receiving a request to provide a geographic location of the network user;  
4 providing the geographic location of the network user based on the  
5 deriving.
- 1 16. The machine readable medium of claim 15 having further instructions  
2 thereon which cause the processor to perform further operations comprising:  
3 communicating geographically relevant information based on the  
4 geographic location.
- 1 17. The machine readable medium of claim 15 having further instructions  
2 thereon which cause the processor to perform further operations comprising:  
3 determining a confidence factor for the geographic location.
- 1 18. A system comprising:  
2 means for receiving a plurality of mapping requests from a plurality of  
3 network users identified by a plurality of network addresses;  
4 means for deriving a geographic location of a network user associated  
5 with a network address based on the plurality of network addresses and the  
6 plurality of mapping requests.
- 1 19. The system of claim 18 further comprising:  
2 means for receiving a request to provide a geographic location of a  
3 specified network user;  
4 means for providing the geographic location of the specified network  
5 user.
- 1 20. The system of claim 18 further comprising:  
2 means for communicating geographically relevant information based on  
3 the geographic location.
- 1 21. The system of claim 17 further comprising:  
2 means for determining a confidence factor for the geographic location.